

## CLAIMS

What is claimed as new and desired to be protected by Letters Patent of the United States is:

1. A data card comprising a first face, a second face, and an information storage medium, wherein said card has dimensions that are less than about 2 1/4 inches by about 3 3/8 inches.
2. A data card as in claim 1, wherein the dimensions of said card are in the range of about 1 inch by about 1 inch to about 1 7/8 inches by about 3 inches.
3. A data card as in claim 1, wherein the information storage medium comprises a magnetic stripe.
4. A data card as in claim 3, wherein the magnetic stripe is positioned parallel to an edge of said card.
5. A data card as in claim 3, wherein the magnetic stripe is positioned perpendicular to a largest dimension of said card.
6. A data card as in claim 3, wherein the magnetic stripe comprises two tracks for storing encoded data.
7. A data card as in claim 6, wherein a first of said two tracks comprises data encoded at greater than about 210 bits per inch.
8. A data card as in claim 7, wherein the first of said two tracks comprises data encoded at about 260 bits per inch.
9. A data card as in claim 6, wherein a second of said two tracks comprises data encoded at greater than about 75 bits per inch.
10. A data card as in claim 9, wherein the second of said two tracks comprises data encoded at about 100 bits per inch.

11. A data card as in claim 6, wherein the encoded data is encoded using two-frequency encoding.

12. A data card as in claim 1, wherein said first and second faces define a hole therethrough.

13. A data card as in claim 1, further comprising a core disposed between said first and second faces, wherein said core comprises polyester.

14. A data card as in claim 13, wherein said core comprises about 80% polyester.

15. A data card as in claim 1, wherein the dimensions of said card are about 1 9/16 inches by about 2 9/16 inches.

16. A data card as in claim 1, wherein said first and second faces are devoid of raised lettering.

17. A data card as in claim 1, further comprising lettering printed on at least one of said first and second faces.

18. A data card as in claim 1, wherein the information storage medium comprises a computer chip.

19. A data card as in claim 1, further comprising a tread comprising a plurality of raised dimples for improving the gripability of said card, wherein said plurality of raised dimples are disposed on one of said first and second faces, said one face coming into contact with a user to improve gripability.

20. A data card as in claim 1, further comprising a plurality of craters disposed on one of said first and second faces, each of said plurality of craters comprising: a lip and a center, and wherein the lip of each crater is raised slightly above said one face, and the center of each crater is indented slightly into said one face.

21. A data card comprising a first face, a second face, and a magnetic stripe, wherein the magnetic stripe is positioned parallel to an edge of said card, and the magnetic stripe has a lengthwise dimension of less than about 3.135 inches.

22. A data card as in claim 21, wherein the lengthwise dimension of the magnetic stripe is in the range of about 1 inch to about 3 inches.

23. A data card as in claim 22, wherein the magnetic stripe comprises two tracks for storing encoded data.

24. A data card as in claim 23, wherein a first of said two tracks comprises data encoded at greater than about 210 bits per inch.

25. A data card as in claim 24, wherein the first of said two tracks comprises data encoded at about 260 bits per inch.

26. A data card as in claim 23, wherein a second of said two tracks comprises data encoded at greater than about 75 bits per inch.

27. A data card as in claim 26, wherein the second of said two tracks comprises data encoded at about 100 bits per inch.

28. A data card as in claim 23, wherein the encoded data is encoded using two-frequency encoding.

29. A data card as in claim 21, further comprising a core disposed between said first and second faces, wherein said core comprises polyester.

30. A data card as in claim 29, wherein the core comprises about 80% polyester.

31. A data card as in claim 21, wherein the lengthwise dimension of the magnetic stripe is about 2 9/16 inches.

32. A data card as in claim 21, wherein said first and second faces are devoid of raised lettering.

33. A data card as in claim 21 further comprising lettering printed on at least one of said first and second faces.

34. A data card as in claim 21 further comprising a tread comprising a plurality of raised dimples for improving the gripability of said card, wherein said plurality of raised dimples are disposed on one of said first and second faces, said one face coming into contact with a user to improve gripability.

35. A data card as in claim 21, further comprising a plurality of craters disposed on one of said first and second faces, each of said plurality of craters comprising: a lip and a center, and wherein the lip of each crater is raised slightly above said one face, and the center of each crater is indented slightly into said one face.

36. A data card as in claim 21, wherein said first and second faces define a hole therethrough.

37. A data card as in claim 21, further comprising an angled edge.

38. A data card comprising a first face, a second face, an angled edge, and an information storage medium, wherein a largest dimension of said card is less than about 3 3/8 inches.

39. A data card as in claim 38, wherein the largest dimension of said card is in the range of about 1 7/8 inches to about 3 inches.

40. A data card as in claim 38, wherein the information storage medium comprises a magnetic stripe.

41. A data card as in claim 40, wherein the magnetic stripe is positioned parallel to an edge of said card.

42. A data card as in claim 41, wherein the magnetic stripe comprises two tracks for storing encoded data.

43. A data card as in claim 42, wherein a first of said two tracks comprises data encoded at greater than about 210 bits per inch.

44. A data card as in claim 43, wherein the first of said two tracks comprises data encoded at about 260 bits per inch.

45. A data card as in claim 42, wherein a second of said two tracks comprises data encoded at greater than about 75 bits per inch.

46. A data card as in claim 45, wherein the second of said two tracks comprises data encoded at about 100 bits per inch.

47. A data card as in claim 42, wherein the encoded data is encoded using two-frequency encoding.

48. A data card as in claim 38, wherein said first and second faces define a hole therethrough.

49. A data card as in claim 38, further comprising a core disposed between said first and second faces, wherein said core comprises polyester.

50. A data card as in claim 49, wherein said core comprises about 80% polyester.

51. A data card as in claim 38, wherein said first and second faces are devoid of raised lettering.

52. A data card as in claim 38, further comprising lettering printed on at least one of said first and second faces.

53. A data card as in claim 38, wherein the information storage medium comprises a computer chip.

54. A data card as in claim 38, further comprising a tread comprising a plurality of raised dimples for improving the gripability of said card, wherein said plurality of raised dimples are disposed on one of said first and second faces, said one face coming into contact with a user to improve gripability.

55. A data card as in claim 38, further comprising a plurality of craters disposed on one of said first and second faces, each of said plurality of craters comprising: a lip and a center, and wherein the lip of each crater is raised slightly above said one face, and the center of each crater is indented slightly into said one face.

56. A data card as in claim 40, wherein the magnetic stripe is positioned perpendicular to the largest dimension of said card.

57. A data card as in claim 40, wherein the magnetic stripe is positioned parallel to said angled edge.